

## tyBit® Announces Continuation Of FREE Search Engine Advertising

Date: 02-28-2008 06:09 PM CET

Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [tyBit, Inc](#)

Agency: **Wallace Group Public Relations**

(FAYETTEVILLE, NC) February 28, 2008. Client-side search application, tyBit® announced today that since the opening of its Free adScriber™ Program, thousands of businesses have taken advantage of FREE advertising on the tyBit Unified Search® application. “This is an interesting approach to search advertising,” said William Presley, OSL Search Analyst. “tyBit® is forging relationships with thousands of business owners, advertising agents, ad brokers, creative types and others by giving away free advertising credits while at the same time introducing what may very well become the new paradigm in search engine marketing.” Instead of paying money for ads, businesses create a free ad campaign here: [signup.tybit.com/](http://signup.tybit.com/). During the Beta phase, adScriber™ ads are displayed on a run-of-site basis including video ads. “This is obviously a market stab at Google’s affiliate or AdSense™ model,” said Pressley. Company officials claimed the drive behind tyBit ® was their dissatisfaction with the search industry’s PPC & affiliate models susceptible to click fraud. Their click fraud experience with Google and the Fayetteville Observer Newspaper led to class action litigation.

There is no doubt about the efficacy of search engine marketing. In an article published in Financial Times, “Online advertising spending is widely predicted to continue its strong growth even if a US economic downturn squeezes the advertising sector as a whole. Indeed, pressure on companies to cut costs if the economy softens could even hasten the switch in spending from traditional media to more targeted and measurable digital forms.” Free advertising on tyBit Unified Search® gives businesses the ability to allocate advertising dollars toward other areas of growing their business. Free advertising will continue through the Beta phase of the ad module which is scheduled for release to full production in the second quarter of ’08. “The time to act is now,” said Kitti Jo Finch, tyBit General Manager. “The tyBit search experience is fast and relevant. Advertisers will get targeted ads without the worry of online PPC click fraud because the application is tied to a verifiable, client IP and MAC addresses.

tyBit®, together with AIT ([www.AIT.com](http://www.AIT.com)) a leader in Web Hosting and Domain Registration since 1995, have developed a suite of hosting applications that have broad appeal to both small businesses as well as enterprise clients ([www.AIT.com/compareplanspricing.php](http://www.AIT.com/compareplanspricing.php)). “Together with FREE advertising, domain registration, website creation templates, and an affordable hosting solution, business have a powerful set of tools to get up and running instantly with dedicated support representatives,” said Bill Harrison, Web Solutions Manager. Company officials report that the next Beta ad module is nearing completion and can actually deliver text, audio or video ads based on keyword relevancy displaying results on Desktops, PDAs, or cell phones. Now any business can have a very affordable video commercial on the web.

Press Contact:

Michelle Wallace

Wallace Group Public Relations

910-321-1347

[michelle@wallacegrouppr.com](mailto:michelle@wallacegrouppr.com)

tyBit® is affiliated with AIT ([www.AIT.com](http://www.AIT.com)) a web hosting and domain registration company that has achieved 12 straight years of sustained profitability and has generated \$100s of millions in revenue while creating a profound economic influence on its surrounding community. AIT has been named 2 times to the Inc. 500 list of fast growing firms, 3 times to the Deloitte & Touche Fast 500 list, and has been previously named as the NC Entrepreneur Firm of the Year. Additionally, Briggs recently returned from Washington, DC after briefing Senators Elizabeth Dole and Richard Burr about the formation of the Briggs-tyBit Charitable Foundation for Education. The mission of the foundation is to provide 30 to 40 % of tyBit™’s gross revenues to fund education in North Carolina.

Source: tyBit, Inc

[You can find this press release here](#)